Increasing the number of media outlets a mega-corp. can own does not serve the public interest. Already, locally owned radio and tv stations are giving way to larger companies. One can hear the same jingles and news from one end of the country to the other, so that one needs to look at a map to see where you are. Further, these large companies can, even unintentionally, slant news and opinion, reflecting those of the parent corporation. With few players in a given market, this can alter and bias public opinion.